

Message Text

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PAGE 01 STATE 080752
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 XMB-04 USIA-15 /040 R

DRAFTED BY CO;/BED/OIM/229/KNICHOLS/LFM
APPROVED BY EB/OCA/CM/SPHARRIS
COM/OIM/WED/HHLINDSTROM
COM/USTS/BENGELHART (INFO)
COM/OIM/BED/DM/CJBARRETT
STATE/EUR/WE/JCUNNINGHAM
COM/OIM/DM/CGENDREAU
EXIM/RKAISER (INFO)
EUR/RPE/RLAMANTIA

-----027086 300520Z /21

R 291952Z MAR 78
FM SECSTATE WASHDC
TO AMEMBASSY MADRID
INFO AMCONSUL BARCELONA
AMCONSUL BILBAO
AMCONSUL SEVILLE

UNCLAS STATE 080752

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJECT:WCAG FIRST QUARTER REVIEW OF FY 1978 CCP

REF: MADRID 1540

1. REPRESENTATIVES FROM COMMERCE, STATE AND EXIM ATTENDED
FIRST QUARTER REVIEW OF FY-78 CCP ON MARCH 15. WCAG EX-
PRESSED SATISFACTION THAT ALL CAMPAIGN AND NON-CAMPAIGN
ACTIVITIES WERE ACHIEVED. GROUP COMMENDS POSTS, PARTICU-
LARLY BARCELONA WITH ITS LIMITED STAFF, FOR EXCELLENT
SUPPORT GIVEN TO RECENT COMPUTER SYSTEMS SEMINAR TRADE
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MISSION.

2. MEETING OPENED WITH PRESENTATION OF VIDEO TAPE RECORD-
ING (VTR) TECHNIQUE AND DISCUSSION OF ITS POSSIBLE USE IN
THE SPANISH MARKET.

3. EXIMBANK REPRESENTATIVE DETAILED CURRENT EXIM EXPOSURE

IN SPAIN AND PLANS FOR UPCOMING VISIT OF BANK PRESIDENT JOHN MOORE. CURRENT PROGRAM FOR SPAIN INDICATES INCREASED EXIM ACTIVITY AS SPANISH ECONOMIC RECOVERY PROGRESSES. A SUGGESTION WAS MADE THAT AN EXIM OFFICIAL ACCOMPANY THE MINING EQUIPMENT TRADE MISSION TO SPAIN/PORTUGAL/YUGOSLAVIA IN NOVEMBER 1978. THIS POSSIBILITY WILL BE INVESTIGATED.

4. OED/FBP STAFF COMMENDS POSTS FOR EXCELLENT SUPPORT IN PROMOTING BUYER ATTENDANCE AT U.S. TRADE SHOWS. EVEN THOUGH A FORMALIZED GROUP MAY NOT MATERIALIZE, POSTS' EFFORTS ARE PAYING OFF WITH INCREASED ATTENDANCE AT ALL FBP PROMOTED SHOWS. WITH REGARD TO PARAGRAPH 2 OF REFTEL, USDOC RECOGNIZES POSTS' NEED FOR TIMELY AND EFFECTIVE LITERATURE FOR PROMOTIONAL ACTIVITIES AND WILL ADVISE POSTS OF FBP PROJECT OFFICER FOR EACH SHOW WHO WILL MAKE EVERY EFFORT TO MEET POST DEADLINE FOR RECEIPT OF MATERIAL. IF MULTILANGUAGE BROCHURE HAS NOT BEEN RECEIVED SIX MONTHS PRIOR TO EVENT, POST SHOULD DIRECTLY CONTACT PROJECT OFFICER.

5. IN PUBLICIZING FBP SUPPORTED SHOWS, ATTENTION SHOULD BE GIVEN TO THE FACT THAT E/C SECTIONS WILL HAVE INFORMATION AVAILABLE ON THOSE U.S. EXHIBITORS SEEKING REPRESENTATION ABROAD. MANY POSTS ARE REPORTING THAT THIS INFORMATION IS HIGHLY EFFECTIVE IN PROMOTING ATTENDANCE AND INDUCING PRE-SHOW CONTACTS.
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6. REGARDING LISTS OF TRADE JOURNALS REQUIRED FOR CAMPAIGNS 3, 7, 8 AND 9, USDOC SUPPLIED A COPY OF "BUSINESS PUBLICATION RATES AND DATA" TO EMBASSY MADRID LAST SUMMER FOR THIS PURPOSE. THIS PUBLICATION LISTS NAMES AND ADDRESSES OF ALL U.S. TRADE JOURNALS CLASSIFIED BY CATEGORY. IF POST REQUIRES ADDITIONAL COPY, PLEASE CABLE. COOPER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Copy: SINGLE
Draft Date: 29 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE080752
Document Source: CORE
Document Unique ID: 00
Drafter: BED/OIM/229/KNICHOLS/LFM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780137-0766
Format: TEL
From: STATE
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Litigation History:
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Original Previous Classification: n/a
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Review Content Flags:
Review Date: 29 mar 2005
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SAS ID: 3155591
Secure: OPEN
Status: NATIVE
Subject: WCAG FIRST QUARTER REVIEW OF FY 1978 CCP
TAGS: BEXP, SP
To: MADRID
Type: TE
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Review Markings:
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